



United States
Department of
Agriculture

Animal and
Plant Health
Inspection
Service

Veterinary
Services

October
2001

Visual Management Guide

The Veterinary Services Symbol

Its Purpose and Use

A large, light blue, stylized "VS" symbol serves as a background for the central text.

VS
Veterinary Services



Veterinary Services Identity

The basis of identity for an organization is the perception and judgements the public makes in response to products, services, and personal contacts. That identity can be enhanced with clear, consistent communication materials branded with a recognizable and memorable symbol.

In establishing a new symbol, Veterinary Services underlines its commitment to maintaining a positive image with shared leadership and effective communication for its customers and stakeholders. The key to success in this endeavor is consistent use.

Meaning

The VS symbol has three elements. The dominant element is a stylized letterform of the initials for the Veterinary Services name. The second element is the agency's name spelled out. The third part of the symbol is a

graphic representation of a Veterinary Services employee, animals under veterinary biologics and laboratories. Another element, the slogan "Safe-guarding Animal Health," is used with the symbol as communication goals demand. The slogan stands as a qualifier for the agency's mission.

Uses

The VS symbol shall be used with all information materials for all media generated by the agency. This includes print material (stationery, publications, posters, advertising, banners, and the like), dimensional material (exhibits, trade shows, seminars, events, conventions, sign systems), and electronic material (video, Internet, and interactive exhibits).

Relationship to Other Symbols

The VS symbol is a representation of one of the Department of Agriculture's many units. When used with the Animal and Plant Health Inspection Ser-

vice symbol, it shall generally appear as a subset (one of the units) of APHIS. It is always displayed as a subset to the Department of Agriculture. When used with the symbols of other agencies of USDA, or with other Departments, it should be displayed in an equal manner or as may be determined by agreement. Its relationship to other agencies and outside organizations is governed by the VS Office of the Deputy Administrator.






With Private Sector Partners

With private sector partners, the VS symbol may be displayed as appropriate, with the following caveat: The VS symbol shall not be displayed in a manner that constitutes warranty of private sector organizations, products, services, or endeavors, or that appears to favor one private sector organization or product over another. Private sector partners must obtain written permission to use the VS symbol from the Office of the Deputy Administrator.

Basic Symbol



Typical Signatures

With USDA and APHIS		With APHIS	
	United States Department of Agriculture		Animal and Plant Health Inspection Service
	Animal and Plant Health Inspection Service		Veterinary Services
	Veterinary Services		

The Symbol, the Agency's Signatures, and Manner of Display

Symbol. The basic VS symbol components is the letterforms for VS, the name of VS spelled out, line art of a Veterinary Services employee, and graphic of animals/biologics/laboratories.

Signatures. The elements of the symbol are used in different configurations for various products and media, and at times with APHIS and the name of the Department. These configurations become the agency's *signatures*. The proportion and relationship of the VS initials, name, the graphic representations, and the manner of display with the APHIS and Department name are fixed by design. *Do not re-create them in any manner.* The type font selected for VS identity is ITC Galliard in the weights Roman (regular), Bold, Italic, and Italic Bold.

For an electronic version of this guide, and camera-ready art of the symbol

and signatures go to:

<http://www.usda.gov/agency/oc/design>, select Resources, select **Visual Management Guides**. Under the heading **Agency Specific Guides**, select **The VS Symbol, Its Purpose and Use**.

Color

Generally, the VS symbol shall be shown in one color, usually black, or in one of the Pantone Matching System (PMS) colors. The preferred single color other than black is PMS 288 (blue). The selected two-color version of the symbol is specified in **PMS 343 (green), and PMS 288 (blue)**. When shown in two colors, the colors within the symbol shall not be mixed or portrayed in any other way than as shown.

Colors of elements within the symbol are designated as follows. The name Veterinary Services is PMS 343 (green). All other elements are PMS

288 (blue). When additional elements are added with signatures, such as the name or initials for APHIS, the Department, and the slogan, they are displayed in PMS 343 (green).

When multiple-color reproduction is needed, the two PMS colors are formed by "building" with the four basic colors used in the printing industry known as CMYK (C=Cyan, M=Magenta, Y=Yellow, K=Black). Percentages of the basic colors are specified in order to obtain the VS colors. Thus:

PMS 343 (green);

C=100%, M=0%, Y=69%, K=60%.

PMS 288 (blue);

C=100%, M=65%, Y=0%, K=30%.

VS Symbol Colors



Slogan: Safeguarding Animal Health

With Slogan



With a VS Unit



With Internet Address



Signature Reversed

When the symbol is presented on a dark background, reverse (drop out) the symbol to the background color.



These products represent typical ways in which the VS symbol may be applied to information products. Materials for national public distribution,

and administrative materials such as the VS letterhead shown below, adhere to the Department's Visual Management System. Products unique to the agency adhere to standards es-

established by the USDA's Office of Communications and the VS Office of the Deputy Administrator. Refer questions about applications to the VS Communications Manager.

Keep Foot-and-Mouth Disease OUT of America

Remember to declare **any** visits to farms or contact with livestock

Remember to declare **all** food and agricultural items in your possession on your Customs form

Failure to do so could result in a fine of up to \$1,000

VS
Veterinary Services
Handwritten signature
APHIS/USDA

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Poster



Brochure



Business Cards



Web site

APHIS

Veterinary Services

Fact Sheet

Bovine Spongiform Encephalopathy

Bovine spongiform encephalopathy (BSE), which causes the fatal disease scrapie in sheep, is a neurodegenerative disease affecting the central nervous system of ruminants. BSE is caused by a protein called the BSE agent that is found in the brain tissue of Great Britain.

There is no evidence of transmission on the basis of studies in the United Kingdom. However, BSE has been transmitted to humans, who then develop variant Creutzfeldt-Jakob disease (vCJD). In addition, BSE can be transmitted to humans by eating contaminated meat, particularly beef. In the United States, the U.S. Department of Agriculture (USDA) is working with the Food and Drug Administration (FDA) to ensure the beef sector does not become contaminated with BSE.

Clinical Signs

Signs of BSE are associated with the degeneration of the nervous system. Affected animals exhibit a variety of clinical signs, including changes in behavior, depression, and changes in the texture of the brain tissue. The disease is characterized by a long incubation period, often lasting several years. The disease is fatal, and there is no effective treatment or cure.

The disease is caused by a protein called the BSE agent, which is found in the brain tissue of Great Britain. The agent is a protein called the BSE agent, which is found in the brain tissue of Great Britain. The agent is a protein called the BSE agent, which is found in the brain tissue of Great Britain.

Currently, there is no test to detect the disease. However, a test called the rapid scrapie test (RST) is used to detect the disease. The RST is a test called the rapid scrapie test (RST) is used to detect the disease. The RST is a test called the rapid scrapie test (RST) is used to detect the disease.

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Etiology

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United States Department of Agriculture

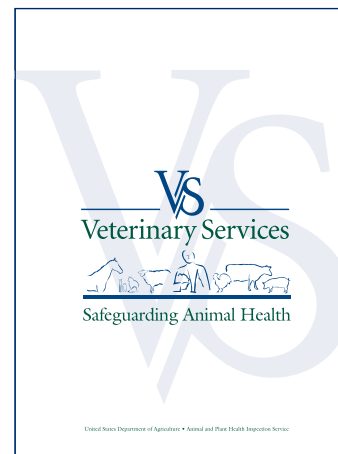
APHIS-100-001

Reproducing American Agriculture

Fact Sheet

[illegible]

Department Letterhead
With VS Symbol



Information Folder